



The Masters

C O R P O R A T E C A S E S T U D Y

ROADTRIPS

The Ultimate in Sports Travel

Global Wealth Management Company

Application

This North American based global wealth management company operates mainly with investments in the natural resource sector. Their specialty is bringing resource based investments to their global clientele. The wealth management company hosted 4 key London/ Johannesburg based clients at the Masters. They were long time clients with sizeable resource based portfolios under management.

- Four clients and one hosting principle from Wealth Management Company
- Customized itinerary based on client direction
- **TOTAL PACKAGE PRICE: \$104,250.00**

Agency Profile

- Raynor Travel, FIT and Corporate Travel
- **Earned \$12,510.00 in commission**

Custom Corporate World Cup Experience

Tickets

- 5 Full Tournament Badges for the Masters Golf Tournament

Accommodations

- 1 Private Executive Home, 5 Bedroom and 5 Bath, arrival April 4 for 5 nights

Additional Inclusions

- Dedicated host with premium SUV Escalade transportation
- Private in house chef for breakfast and dinner
 - * Menu preparations
 - * Wine pairings
 - * Select liquor and beer
- Pickup at private airport
- Daily maid service
- Masters commemorative gift package for each guest
- Masters off site hospitality each day
 - * Open bar
 - * Premium food stations
 - * Hand rolled cigars
 - * Pairing sheets
- On site Roadtrips staff team



THE MASTERS

AUGUSTA, GEORGIA
AUGUSTA NATIONAL GOLF CLUB
APRIL 5 - 9, 2017

PERSONAL ITINERARY
DESMOND HARRISON*

ROADTRIPS

*Names have been altered to protect client privacy









WELCOME

ROADTRIPS

THE MASTERS • AUGUSTA, GA

Dear Desmond,

Welcome to your 2017 Masters Golf experience!

We are delighted that you have chosen Roadtrips to experience this great event, and it is our pleasure to make your trip as enjoyable as possible.

At Roadtrips we take pride in our ability to create the ultimate sports travel experiences, and we look forward to providing you with great memories from this year's Masters. All possible care has been taken by our team to ensure that your holiday runs smoothly. In addition, your onsite host will be available and fully committed to making sure you have the best trip possible.

You now have in your possession your full itinerary. This experience has been designed to give you the freedom to enjoy this event and destination at your own pace and according to your own preferences and tastes. If there is anything you wish to clarify, please do not hesitate to contact us on one of the numbers listed on the Contact page included in this itinerary.

We hope you enjoy your Masters Golf travel experience!

All the best,

Dave Guenther
President, Roadtrips Inc.

PERSONAL ITINERARY **DESMOND HARRISON**





EXPERIENCE INCLUSIONS

THE MASTERS • AUGUSTA, GA

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The following has been arranged expressly for you:

- One 5-bedroom/5-bath private home arriving on April 5, 2017 for four nights
- One Thursday Tournament Round Badge to the 2017 Masters Golf Tournament on April 6, 2017
- One Friday Tournament Round Badge to the 2017 Masters Golf Tournament on April 7, 2017
- One Saturday Tournament Round Badge to the 2017 Masters Golf Tournament on April 8, 2017
- One Sunday Tournament Round Badge to the 2017 Masters Golf Tournament on April 9, 2017
- In home breakfast prepared daily
- Multi-course dinner prepared 4 nights
- House stocked with premium wine, beer and non-alcoholic beer
- Daily maid service
- Designated vehicle for all transportation including airport transfers and transportation to and from Augusta National
- Commemorative gift package
- Services of your Roadtrips onsite host
- Expert travel and concierge services of the Roadtrips At-Your-Service-Desk™
- All taxes and services charges

Unless otherwise noted, airfare, incidental hotel room charges, meals and on-the-ground transportation are not included.

PERSONAL ITINERARY **DESMOND HARRISON**





CONCIERGE SERVICES

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Roadtrips can offer a number of services and activities you might consider adding during your stay. Please see some of our recommendations below, and if you would like to make any additions, or require any assistance in planning your days, please contact the Roadtrips-At-Your-Service-Desk™ before your travel.



PRIVATE TRANSFERS

Whether you would like to make your arrival as smooth as possible, or the convenience of traveling to the course in your own private vehicle, Roadtrips can arrange private transfers for you.



RESTAURANT RESERVATIONS

Looking for a restaurant reservation during your trip? Roadtrips would be happy to assist in making your reservations for you.



TOURS & ACTIVITIES

If you are looking for something to make your trip even more memorable, Roadtrips can arrange tours and activities, including booking tee times.

Call us. We are happy to assist!
Roadtrips-At-Your-Service-Desk™
1 (800) 465-1765

PERSONAL ITINERARY **DESMOND HARRISON**



YOUR STAY IN AUGUSTA

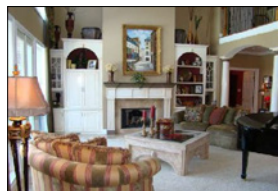
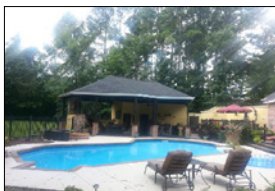
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PRIVATE HOME - 632 HIGH HAMPTON DRIVE

5 bedroom/5 full baths, 6100 sq ft, 6 miles from Augusta National

Custom, executive home located in the estate section of West Lake. Home has a very open floor plan and great flow from the game room to kitchen/great room to pool area. All bedrooms have a private, full bath. The exterior underwent an entire renovation including a complete outdoor kitchen, fire pit, fireplace, and outdoor television screen.



AMENITIES

- Outdoor pool
- Patio with wet bar
- Deck
- Pool table
- Computer with printer/copier
- Internet access
- High definition television with cable and DVD player
- Game console
- Garage Parking

PERSONAL ITINERARY **DESMOND HARRISON**





THE MASTERS

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THE MASTERS • AUGUSTA, GA

Every April, all eyes focus on the historic Augusta National Golf Club to watch the world's best golfers take on this course to compete for the coveted Green Jacket at the most elite event in the world of golf!

The first of the majors to be played each year, the Masters is the only championship to be played each year at the same location. The first "Augusta National Invitational" Tournament, as the Masters was originally known, was played on March 22, 1934. The name was changed to "The Masters" in 1939.

Augusta National Golf Club is one of the most famous and exclusive courses in the world, showcasing the PGA Tour's top players amongst Augusta's botanic beauty. Each hole on the course is named after the tree or shrub it is best known for, and the 'Amen Corner' is one of the most iconic sections of any course in America. The course was the creation of Bobby Jones who chose the property, a former indigo plantation, and hired Alister MacKenzie to help design the course.

From the first tournament winner Horton Smith to Danny Willett, the 2016 champion, and Jack Nicklaus the player with the most Master's victories, Augusta National and The Masters challenges the world's greatest golfers to push themselves to the limits to come out on top.





SPECTATOR INFORMATION

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Below is a brief summary of the spectator information you should know before heading to Augusta National. For further information we recommend you visit www.masters.com.

The following is a list of items that are strictly prohibited from the grounds. Violation of these policies will subject the ticket holder to removal from the grounds and the ticket purchaser to the permanent loss of credentials.

- Cell Phones/Cellular capable devices/Beepers/Electronic devices/Tablets
- Any device capable of transmitting video
- Backpacks, Bags and Purses larger than 10" X 10" x 12" (in its natural state)
- Cameras*
- Weapons of any kind (regardless of permit)
- Radios/TVs/Noise or music producing devices/Two way or other talk radios
- Folding armchairs/Rigid type chairs
- Flags/Banners/Signs
- Strollers
- Food/Beverages/Coolers
- Golf shoes with metal spikes
- Ladders/Periscopes/Selfie sticks

*Cameras (still photography/personal use only) are allowed on Practice Round days-Monday, Tuesday and Wednesday. Please note, the Masters Tournament Committee may prohibit other items at its discretion.

For everyone's safety and protection, there will be a no autograph policy enforced on the golf course for the practice and tournament days. Autograph seeking is only allowed on the Washington Road side of the clubhouse near the new practice facilities. The best spots to ask are along the rope lining the practice putting green and short game area, particularly when the players enter and exit.

Please observe all scoreboard/message boards for weather warnings. Suspension of play will be signaled by the sounding of an air horn or similar alert.



COURSE MAP

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THE MASTERS • AUGUSTA, GA

AUGUSTA NATIONAL GOLF CLUB

2604 Washington Road, Augusta, Georgia, 30904
United States of America

Hole Par Yards

1	4	445
2	5	575
3	4	350
4	3	240
5	4	455
6	3	180
7	4	450
8	5	570
9	4	460
Out	36	3,725

Hole Par Yards

10	4	495
11	4	505
12	3	155
13	5	510
14	4	440
15	5	530
16	3	170
17	4	440
18	4	465
In	36	3,710
Total	72	7,435



Source: Augusta National Golf Club





BEST SPOTS

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Bobby Jones, who co-founded Augusta National Golf Club, wrote the book on how to watch the Masters Tournament. His suggestions of the best places to watch the action on the 7,435-yard course include:



HOLE 4

Spectators can view action on two holes while behind the No. 4 tee. There are views of the approach to the No. 3 green and the tee shot on the par-3 No. 4.



HOLE 7

Behind the green, spectators can see down the No. 2 and No. 3 fairways, the No. 7 green, the No. 8 tee and the No. 17 fairway.



HOLE 12

In the heart of Amen Corner, spectators behind the tee can see the approach shots to No. 11, the entire 12th hole, and tee shots and second shots on the par-5 No. 13.



HOLE 16

A new viewing area (above) was created here thanks to a storm in July 2006 that took down several trees. The natural seating area allows patrons to see the green at Nos. 6, 15 and 16 and the tee shot at No. 17.



HOLE 18

If you get a spot early behind the No. 18 green, you can see approach shots to the final green and have a view of several other holes.



THE MASTERS • AUGUSTA, GA

WEDNESDAY, APRIL 5, 2017

Today you arrive in Augusta for the 2017 Masters Golf Tournament. We have made note you will be arriving to Wayne & Co Augusta Regional Airport at 1:00 PM on a private Netjets flight. Your Roadtrips onsite host, Dustin Kaylor will be waiting to assist you with your transfer to your private home, and will be at your disposal for anything you may need during your stay.

Evening This evening you will enjoy a multi-course dinner, provided at your private home

THURSDAY, APRIL 6, 2017

This morning enjoy breakfast at your leisure before heading to Augusta National for today's tournament round.

Gates open Round 1 of the Masters Golf Tournament
at 8 AM **Gates close 30 minutes after play ends

Evening After enjoying today's Tournament Round of the Master's, a multi-course dinner will be provided at your private home

FRIDAY, APRIL 7, 2017

This morning enjoy breakfast at your leisure before heading to Augusta National for today's tournament round.

Gates open Round 2 of the Masters Golf Tournament
at 8 AM **Gates close 30 minutes after play ends

Evening After enjoying today's Tournament Round of the Master's, a multi-course dinner will be provided at your private home



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SATURDAY, APRIL 8, 2017

This morning enjoy breakfast at your leisure before heading to Augusta National for today's tournament round.

Gates open Round 3 of the Masters Golf Tournament
at 8 AM **Gates close 30 minutes after play ends

Evening After enjoying today's Tournament Round of the Master's, a multi-course dinner will be provided at your private home

SUNDAY, APRIL 9, 2017

This morning enjoy breakfast at your leisure before heading to Augusta National for today's tournament round. We have made note you will be departing Wayne & Co Augusta Regional on a private Netjets flight at 7:00 PM. Your Roadtrips onsite host will assist you with your private transfer to the airport after today's Final Round of the Master's.

Gates open Round 4 of the Masters Golf Tournament
at 8 AM **Gates close 30 minutes after play ends

**Remember to return your badges to your Roadtrips host immediately after the last round you attend. There is a \$4500 per badge penalty for failure to return which will be strictly enforced. Practice round patrons may keep their ticket.*

**Times subject to change, please check with your onsite host for final confirmation.*

PERSONAL ITINERARY **DESMOND HARRISON**





CONTACT US

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You are welcome to contact us at any time for all inquiries.

ROADTRIPS NORTH AMERICA OFFICE

700-191 Lombard Avenue
Winnipeg, Manitoba
R3B 0X1 CANADA

Phone 1 (204) 947-5690

Toll Free 1 (800) 465-1765

Our office is open Monday to Friday, 8:30 AM to 5:00 PM CST.

ROADTRIPS ONSITE HOST

Your Roadtrips onsite host will be on the ground in Augusta and available for anything you may require during the tournament round of your trip.

Dustin Kaylor
Phone (303) 506-6447

PERSONAL ITINERARY **DESMOND HARRISON**



www.roadtrips.com